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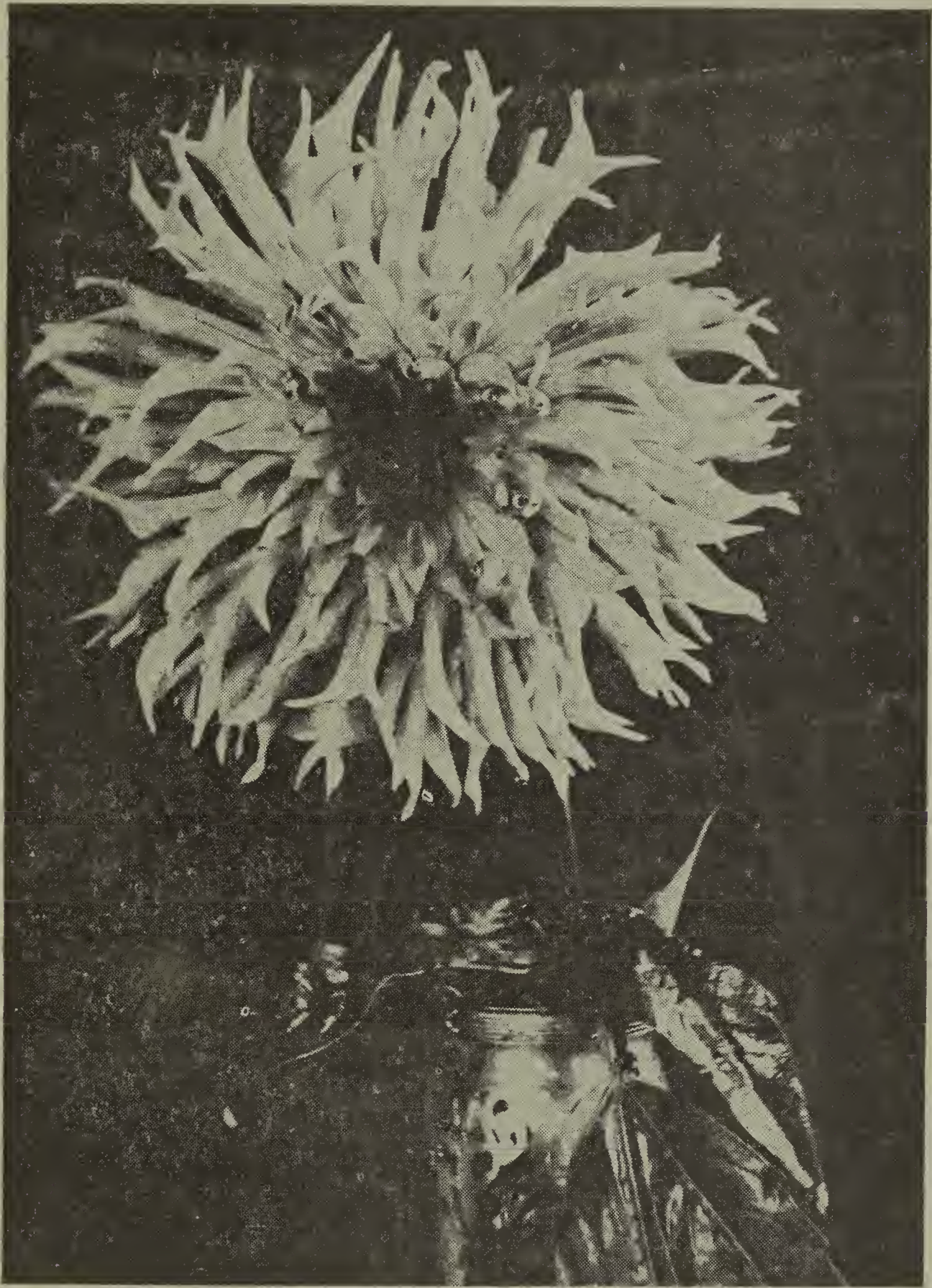
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U. S. Department of Agriculture.

1939 DAHLIAS 1939



“PREMIER’S EXQUISITE”

Premier Dahlia Gardens

George H. Swezey

63 Mertz Avenue

Hillside, N. J.

TO OUR DAHLIA LOVING FRIENDS — Once again we thank you for your loyalty in giving us the support so necessary to enable us to carry on. Your many fine letters regarding our new introductions are greatly appreciated. We are endeavoring to give you the service that you want and expect, and with your co-operation you may have such service, for —

NO TRANSACTION IS COMPLETE UNTIL YOU ARE ENTIRELY SATISFIED.

Our prices are reasonable and we ask you to **GIVE US A TRIAL** — We will **PROVE** that we have your interests in mind at all times.

YOU CAN'T LOSE WHEN DEALING WITH PREMIER.

READ CAREFULLY

Terms: Cash with order or 25% deposit, balance at shipping time. Retail orders over \$1.00 sent prepaid. In ordering green plants to be shipped further than 1st Zone, add 25 cents for **Special Delivery** to insure plants arriving in good growing condition. We pay all other charges.

Shipments: Roots, May 1st to June 1st. Plants, May 1st to June 10th.

Guarantee: All stock sent out in first class growing condition, guaranteed to be healthy and true to name and to grow if cared for on arrival and after planting and that all not proving such will be cheerfully replaced upon word from the purchaser.

Notify us immediately if anything is unsatisfactory when received or if root does not start to grow within three weeks after planting. Our roots are field grown, in soil treated with Potash, for the production of exhibition blooms.

READ FREE STOCK OFFER

On retail orders amounting to \$5.00 to \$10.00, you may select **20% in additional stock free**; over \$10.00 **25% free**. Collections are Net.

**OUR SQUARE DEALINGS HAVE
BEEN COMMENDED BY ALL**

Order Early to avoid disappointment, as orders are filled in rotation. The stock of some of the varieties is limited.

THE SPECIAL COLLECTIONS REPRESENT UNUSUAL SAVINGS

Collections are net.

The **FREE STOCK OFFER** applies to all others.

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OUR GREEN PLANTS are grown so as to give the maximum of results equal or superior to root stock. This is only accomplished by the selection of healthy vigorous roots benched in a moderate heat that will enable us to take stocky base cuttings. Only a reasonable number of cuttings are taken and none used that are spindly. After cuttings are rooted and potted and begin to grow they are moved to cooler quarters and later shifted to larger pots; at this stage small tubers are beginning to form, assuring that clumps will be obtained at digging time; the plants are later hardened off in "outside quarters" so as to withstand shipping and be in condition for planting out.

—————§ § §—————

— DAHLIA SEED —

IF YOU ARE INTERESTED IN DAHLIA SEEDS, why not buy the best. **ROCKLEIGH FAMOUS CALIFORNIA SEED** WILL GIVE HIGH GERMINATION WITH A LARGE PERCENTAGE DOUBLE FLOWERS WITH GOOD CENTERS. \$5.00 per 100, \$9.00 per 200.

OUR 1939 INTRODUCTIONS

Premier's Exquisite— (As described at Georgia Test Gardens where it received a Certificate of Merit.) A beautiful incurved pink cactus, blooms, orchid shading to rose pink at center, 7 in. x 5 in., well developed centers, held on long, graceful stems with slight droop, 5 in. to 8 in. above the upper leaves, rich in color tone and distinctively pink; very prolific, plants bearing large number of blooms; plants, vigorous, tallest growing in the test, able to withstand adverse seasonal conditions; foliage, dark green, thick and abundant.

SCORED 83 AT EAST LANSING, MICHIGAN.

"And exquisite it is. Dainty in formation, lovely in color, of good size, high out of the foliage on slender rigid canes from a plant that shows excellent growth habits. It certainly calls for admiration." — Mr. R. G. Huey, Supt. Display Gardens, Ewing, Kentucky.

ROOTS 7.50 PLANTS 2.50

Premier's Winsome— The most attractive pink I.D. since Kathleen Norris and easy to grow, giving massive blooms in great abundance, will grow naturally to 11 x 6 inches, stems slender but very strong, foliage heavy, leathery, resistant to insects and mildew. Described at East Lansing, Michigan Trial Gardens, where it received a Certificate of Merit with the score of 85.2 E. Color described as "Basic color white, suffused with mallow pink." (The color is made by many lines of mallow pink heavily suffusing a white base.) This may be a border line dahlia but it was definitely informal here. Medium tall.

ROOTS \$10.00 NET PLANTS \$5.00

"It really is about the nicest thing I have ever had in my garden."—Mr. F. V. Veirs, Canton, Ohio.

"Your 'Winsome' is a knockout in every respect and I intend to replace all my pinks with that. In my garden it was gorgeous, nice form, substance and plenty of size. Everybody that saw it took down the name."—Mr. Norman Lefkovits, Bessemer, Alabama.

"I consider 'Winsome' to be the best new dahlia I have seen this year on any of my visits to the shows and dahlia gardens."—Mr. George R. Currie, Sheboygan, Wisconsin.

"In my opinion, it has more vigor, is more prolific and produces larger blooms than any variety now available in the Pink Informal Class."—Mr. H. L. Stewart, Floral Park, N. Y.

"Your 'Winsome' was broken down by the hurricane, but it recovered quickly and in a very short time it was blooming with seven giant flowers. Was offered 50 cents each for the blooms."—Mr. Wm. Meshirer, Prop. Queens Dahlia Gardens, Flushing, L. I., New York.

"'Winsome' is one of the best I have seen in a long time."—Mr. R. W. Webb, Scranton, Pennsylvania.

"'Premier's Winsome' showed excellent plant growth, tall, upright, inclined to make a number of blooms at the same time, and on canes of great length. Sun had no detrimental effect on its color and the blooms were also free from tarnishbug and cucumber beetle damage, something rather notable during a season of heavy infestation. Visitors fancied 'Winsome' as strongly as 'Premier's Exquisite'."—Mr. R.G. Huey, Ewing, Ky.

"I am glad to know that 'Premier's Winsome' is from Rockleigh's famous seed, because I consider it a most dainty and beautiful dahlia."—Mr. H. Lodge, La Mesa, California.

OUR 1938 INTRODUCTIONS

Premier's Majestic — A large informal decorative of a beautiful new color combination; salmon, gold and mulberry, a profuse bloomer of large deep flowers borne on cane like stems. Winner as seedling at Irvington, N. J., 1937, Winner at A. D. S. Show, New York, 1938, Awarded Certificates at Storrs, Fairmont, W. Va. and Ewing, Ky., 1937, and at East Lansing, Mich. and Berkeley, California, 1938. An exceptionally beautiful Exhibition Dahlia. Height 5 feet.

STRONG DIVISIONS \$7.50 PLANTS \$2.50

"Your 'Majestic' is a very fine variety, and when grown in partial shade the colors are rich and unusually attractive."—Mr. D. L. Davis, Wilkes-Barre, Pa.

"Am happy to inform you that 'Majestic' was one of three certificate winners at the Dahlia Society of California Trial Grounds at the University of California Botanical Gardens in Berkeley. Incidentally, we thought your dahlia very fine."—Mr. Edward Salbach, Berkeley, Cal.

Premier's Paragon I D — A very pleasing color of gold. The plants are covered with large blooms throughout the entire season. Stem, foliage and habits are all to be expected in a fine dahlia.

STRONG DIVISIONS \$3.00 PLANTS \$1.50

"Premier's Paragon is certainly a free bloomer and produces attractive flowers, quite clean looking and with long stems, right thru the season."—Mr. Ben Branch, Mauch Chunk, Pa.

"Paragon is a grand bronze."—Mr. V. S. Starr, Atlanta, Ga.

Yowu - Matsuoka — Straight to Incurved Cactus from Japan and a most attractive giant that has won its share of prizes; Color is a dark carmine almost maroon, bushes grow to 6 feet, and stem and foliage are excellent. We heartily recommend it as a very valuable addition to any garden.

STRONG DIVISIONS \$3.75 PLANTS \$1.50

Adirondack Dream (Stoeckel)—A beautiful pink and white Straight to Incurved Cactus will be released in 1940.

OTHER 1939 INTRODUCTIONS

Aurora (Salem) I D — The runner-up for the Achievement Medal at Camden in the hottest class of seedlings ever shown in the East. It is rose pink overlaid wax yellow giving it a peach pink appearance. A very beautiful dahlia which is greatly enhanced under artificial light. Many blooms reach thirteen inches and they have stiff stems. The bush is very hardy, prolific in blooming and grows seven feet high.

PLANTS \$7.50 CUTTINGS \$5.00

Borch Foraker (Terrace) I D — Color a beautiful scarlet. Stems, stiff straight, strong and very long. Blooms 11 to 12 inches in diameter. Foliage, heavy and resistant to insects. Certified at East Lansing, scoring 86. On Honor Roll.

ROOTS \$10.00 PLANTS \$4.00

Brilliant Lady (Salem) I D — A bright reddish French purple reflexed silver. Many of the outer petals roll and twist showing the silver reverse which adds to its attractiveness. Blooms 11 to 12 inches with good depth. Stems are extra long and straight. The bush is very hardy, very clean growing and reaches a height of seven feet. Blue ribbon winner in the I. D. seedling class at Baltimore.

PLANTS \$7.50 CUTTINGS \$5.00

Cracker Jack (Dozier) S C - I D — Rose to flame red, 9 to 10 inch exhibition flower of unique coloring and formation, the long petals curling and twisting, showing the pale tan reverse. Extremely prolific, early 'til late blooming. Won as best informal decorative seedling at 1938 Washington show, and was runner-up for the Achievement Medal on a close decision. Highly praised by the judges as something different and worth while. On Honor Roll. **PLANTS \$5.00**

Everybody's Favorite (Salem) I D — A rose pink without the faintest trace of lavender. Large and easily grown over 12 inches. The petals slightly twist and fall back to the stem giving the bloom tremendous depth. The stem is good and the bush rugged growing to eight feet. Winner of the D. W. Hart Medal, highest award in the seedling classes at the Mid-West Show at Detroit. On Honor Roll. **PLANTS \$10.00 CUTTINGS \$6.65**

Glamour (Salem) I D — An immense true purple deeply edged amaranth pink—something entirely different from any existing variety. As the bloom develops the petals fall back to the stem giving it great depth. It has been grown 14 x 11 inches; stem perfectly straight and exceedingly stiff, the bush grows six to seven feet and is very hardy and is resistant to insect attacks. Winner of the Achievement Medal at Baltimore. On Honor Roll. **PLANTS \$10.00 CUTTINGS \$6.65**

Hillside Gold (Bissell) — Straight Cactus, color Gold, but dark enough to be classed as autumn on the show table. Good growth and foliage. Blooms average 8 x 4 inches; Two baskets of this at Cleveland attracted considerable attention. Winner of two blues and listed in Mr. Johnston's Dahlia Futurity. **PLANTS \$3.35**

Hillside Sunset (Bissell) I D — Autumn shade, the color is gold, each petal has a pencil line of red around the edge. The growth is good, foliage dark and heavy, height 5 ft. A seedling of Margrace awarded Certificates of Merit at East Lansing and at Fairmont, W. Va. Won the Achievement Medal at Cleveland and A. D. S. Medal for largest and best bloom; Tied with Lois Walcher and Everybody's Favorite in the I. D. undisseminated class. A winner at Akron and the Ohio Show and on the Honor Roll. **PLANTS \$5.00**

Joyce Louise (Grass - Ward) I D — Color, orchid pink, the pink predominating, blooms average 10-12 x 5-6 inches, the petals are long and broad, the centers tightly closed. A fine exhibition variety and winner of the American Home Achievement Medal at St. Louis, and awarded a Certificate of Merit at East Lansing and at Berkeley, California. **ROOTS \$5.00 NET PLANTS \$2.50**

Kemp's Radiant Beauty I D — This fine dahlia is a seedling of Freckles, and is more beautiful than its parent. The yellow background is brighter and the scarlet markings on the petals more vivid. The inner half of the petals is a rich lemon yellow, the outer half martius yellow, the whole flower being marked with lines and dots of vivid scarlet. The flowers are very large and can easily be grown to 12 inches and over in diameter, has good depth, and are held well out of the foliage on stiff stems. Plants wide spreading, medium high. On Honor Roll. **PLANTS \$7.50 THREE FOR \$15.00**

Langeloth (Travis - Ruschmohr) I D — The color is soft nopal red, tipped white with the contrast very sharply drawn. Grows to 10 inches at least on cane like stems. Bush 5 ½ to 6 feet. Winner of the grand award at the A. D. S. New York Show, the Derrill Hart Memorial Medal, also the Achievement Medal at Peekskill, N. Y. On Honor Roll. **PLANTS \$3.50 THREE FOR \$10.00**

Lois Walcher (Walcher - Geer) F D to I D — A true pansy purple tipped one-third white. Stem long, holding bloom high above foliage. Color always about the same, which is rare with bi-colors. Winner of 6 Achievement Medals, 23 Firsts, 2 Certificates of Merit and on the Honor Roll.

PLANTS \$3.50 THREE FOR \$10.00

Louisiana Rumba (Dozier) I D — Large blooms of most unusual combination of beautiful scarlet red, striped and penciled with yellow, the center radiating yellow. Bush medium height, vigorous growing, many branched producing an abundance of fine flowers. Certificate of Merit at East Lansing, 1936, with top score of 86.6 and listed as "an exhibition dahlia of exceptional merit". On Honor Roll.

PLANTS \$3.50

Marietta E. (Eldridge - Dahliadel) — Bloom 7 x 3, Bush 3 ½ ft. An Achievement Medal Winner at the Penna. Hort. Society and the outstanding Cactus dahlia of the season, winning eleven firsts and Mrs. Stout's Medal in the A. D. S. Show, as well as the A. D. S. Medal in Camden. A profuse bloomer with perfect stems and a good grower. A clear and even canary yellow that does not burn and fade. On Honor Roll.

PLANTS \$2.50

Mayor Frank Otis (Johns-Salbach) I D — Not only the biggest dahlia of the season (tremendous depth, as well as unheard of breadth), but it is the best — the season's sensation. Beautiful color-soft golden honey yellow with just a touch of coppery shading, and a wonderful keeper. Petals twisted and most attractive. Vigorous grower on fine, strong, straight stems, six times winner in largest flower class: Winner of Am. Home and a Sunset Magazine Achievement and the A. D. S. Silver Medal. On Honor Roll.

PLANTS \$12.50

Miss Clio (Dixie) F D — Size 7 x 4. Color, amaranth pink with a yellow center. The delicate shading in this long-stemmed variety makes it very desirable as a cut flower. It is early and prolific. Foliage heavy and resistant. Winner of two firsts. Certified at East Lansing 1938.

PLANTS \$2.50 NET

Model 999 (Lakeside) S C — Named for Henry Ford's first racing car formally named Satania and Certified at East Lansing under this name in 1936. A seedling of Satan, big, brilliant, a flame in the garden. Height 5 feet. On Honor Roll.

PLANTS \$3.50

Paul Bunyan's Charm (Dixie) I D — A rich golden yellow dahlia that is easy to grow and is much needed in the yellow class, 11-15 x 5-6, sturdy bush grows to 5 feet. Scored 84 at East Lansing and on the Honor Roll.

PLANTS \$2.50 NET

Rita Wells (Wells-Straight-Ruschmohr) I D — The largest introduction ever offered by the introducers, topping Sunray's, Rudolf's Giant, Boutillier, etc. A massive Informal Decorative to Semi-Cactus averaging 13 -14 x 7-8 inches. Makes a rugged bush growth of 5 ½ to 6 feet in height with long, heavy stems. Color is grenadine pink and buff gold. Winner of the Achievement Medal at Rockville Center, N. Y., best semi-cactus seedling at Racine, Wisconsin, and a Certificate of Merit at West Virginia Trial Gardens. A dahlia to rival all other big ones in the largest bloom class. On Honor Roll.

PLANTS \$5.00 THREE FOR \$12.50

Your Lucky Star (American) — Amaranth pink with white center, the color immediately demands admiration. The formation is also striking, the regularly arranged quilled petals form a very nice straight cactus. The stems are ideal and hold the huge flowers in perfect poise. Plant 5 feet, upright and healthy, blooms 12 x 7 inches. Winner as the best seedling at Racine, Wisc., Greensburg, Pa. and Latrobe, Pa. On Honor Roll.

PLANTS \$3.50 CUTTINGS \$2.25

1939 LIST OF PRIZE WINNING CERTIFIED AND HONOR ROLL DAHLIAS

Abbreviations:- F D, Formal Decorative; I D Informal Decorative; S C , Semi-Cactus; C, Cactus.

Growing Heights are indicated as follows: L, Low; M, Medium; M T, Medium Tall; T, Tall.

* 1938 Varieties.

	Height	Roots	Plants
AUTUMN MIST (F D)* Oyster white, streaked purple	MT	\$7.50	\$3.50
BERNICE GEER (I C)* Old rose, slightly tipped rose	M	5.00	1.50
CARL G. DAHL (I D)* Massive apricot and old rose	M	5.00	2.50
CHAS. A. MASTICK (F D)* Bright orange	M	2.00	1.00
CHEROKEE BRAVE (I D)* Oxblood red	MT	5.00	2.00
CORNELL (I D)* Garnet, tipped white	MT	5.00	1.50
DARCY SAINSBURY (F to I D) Creamy white	MT	2.50	1.00
DAVID COPPERFIELD (I D) Giant violet purple	MT	3.00	1.00
DEAN ANDERSON (I D) Radiant henna orange	MT	5.00	2.00
FREDA GEORGE (I D) Cream, splashed pink, beautiful	MT	3.00	1.00
GRAND MASTER (F D)* Bright orange bronze	M	5.00	1.50
GOLDEN BEAUTY (I D) Giant golden yellow	MT	3.00	1.25
KATIE-K (I D)* Deep rose pink	M	5.00	1.50
KATE SMITH (I D)* Carnelian red	MT	5.00	1.50
KEMP'S MONARCH (I D)* Deep salmon and orange chrome	M	5.00	1.50
KENTUCKY SPORTSMAN (I D) Yellow and amber, tipped white	M	3.50	1.50
LAVENDER EDGE (S C)* White, edged lavender	MT	2.00	1.00
LORD OF AUTUMN (I D) Rich golden yellow	MT	2.00	1.00
MAD RIVER CHIEF (I D) Giant velvety carmine red	MT	3.50	1.50
MARYLAND DIXIE QUEEN (I D) Buff, suffused pink	M	3.50	1.50
MILDRED POTE (I D)* Phlox pink	M	7.50	2.50
MONARCH OF THE EAST (I D)* Golden apricot and orange buff	M	7.50	2.50
MOTHER MAYTROT (I D) Large attractive white	MT	5.00	2.00
MRS. C. E. WILDON (F D)* Scarlet, reverse, orange buff.....	MT	5.00	2.00
MRS. WM. S. KNUDSEN (I D)* Clear white	MT	3.50	1.50
PINK ELEGANCE (C)* Brilliant rose pink	M	5.00	2.00
PEACE (I D) Snow white	M	5.00	1.50
PREMIER'S MAJESTIC (I D)* Salmon, gold and mulberry	MT	7.50	2.50
PREMIER'S PARAGON (I D)* Rich golden yellow	M	3.00	1.50
ROBERT L. RIPLEY (I D) Deep lilac rose, a giant	M	4.00	2.00
ROCKLEY DICTATOR (S C)* Crimson scarlet	MT	5.00	2.00
ROSEMARY'S BEAUTY (S C)* Blushed pink and lemon	M	5.00	2.00
RUDOLF'S GIANT (I D) Buff and apricot	M	5.00	2.00
SHIRLEY TEMPLE (S C)* Lovely opalescent pink and cream	M	5.00	2.00
SLEEPY HOLLOW (I C)* Shell pink, white center	T		2.50
SON OF SATAN (S C) Fiery scarlet	T	3.50	1.50
STRAIGHT'S WHITE (I D)* A giant white	M	10.00	3.50
SUNRAYS (I D)* Buff apricot, suffused peach red	L	10.00	3.50
TOM BLACKWOOD (F D) Orange buff	MT	2.00	1.00
VOLCANO (I D) Orange flame red	MT	3.50	1.25
WATCHUNG GIANT (I D) Light yellow, suffused rose	MT	4.00	1.25
YELLOW MARVEL (F D) Yellow, tipped white	T	3.50	1.50
YOWU-MATSUOKA (I C)* Dark Carmine	T	3.75	1.50

DOZEN—10 TIMES SINGLE PRICE. 3 MAY BE ORDERED AT DOZEN RATE.

Money Saving "Super-Value" Collections

Special Offerings of Unusual Collections of Outstanding Dahlias

ROOT COLLECTION — A. Labeled varieties in a wide variety of colors. Blue River, Chautauqua Sunset, Calif. Rose, Mrs. LeBoutillier, Phantom, Satan, The Fireman, Betty Zane, Jane Dew and many other fine varieties for \$4.50 per dozen roots.

ROOT COLLECTION — B. Our \$7.50 per dozen roots includes such PRIZE WINNING varieties as — Amelia Earhart, Calif. Idol, C. B. Pinchot, Haslerova, Jessica Dragonette, Miss Oakland, Royal Purchase, Margrace, Leland Stanford, Clara Carder, Hunt's Velvet Wonder, etc.

YOU WILL BE PROUD

SUPER-VALUE COLLECTION — C. Any six plants for \$4.50 postpaid.

David Copperfield

Golden Beauty

Lord of Autumn

Darcy Sainsbury

Lavender Edge

Watchung Giant

Freda George

Chas. A. Mastick

Free choice of a plant of "Paragon" or "Volcano" for order for all at \$8.00 postpaid.

TO GROW AND EXHIBIT

SUPER-VALUE COLLECTION — D. Any six plants for \$6.00 postpaid.

Bernice Geer

Kemp's Monarch

Peace

Cornell

Ky. Sportsman

Son of Satan

Grand Master

Mad River Chief

Yellow Marvel

Katie-K

M'd. Dixie Queen

Yowu-Matsuoka

Kate Smith

Mrs. Wm. S. Knudsen

ENTIRE COLLECTION OF 14 PLANTS FOR \$12.00 POSTPAID.

THESE PRIZE WINNERS

SUPER-VALUE COLLECTION — E. Any six plants for \$9.00 postpaid.

ENTIRE COLLECTION OF 13 PLANTS FOR \$18.00 POSTPAID.

Carl G. Dahl

Mother Maytrott

Rosemary's Beauty

Cherokee Brave

Pink Elegance

Mrs. C. E. Wildon

Dean Anderson

Robert L. Ripley

Rudolf's Giant

Mildred Pote

Rockley Dictator

Shirley Temple

Monarch of the East

WONDER DAHLIAS ALL

YOUR CHOICE OF A PLANT OF STRAIGHT'S WHITE, SUNRAY'S OR PREMIER'S MAJESTIC WITH ORDERS FROM COLLECTIONS AMOUNTING TO \$25.00.

NOTE — WE WILL ADD AN EXTRA ROOT OR PLANT FOR ALL ORDERS FOR COLLECTIONS PLACED BY MARCH 1ST.

ORDERS FOR COLLECTIONS MUST BE PLACED NOT LATER THAN APRIL 10TH as we can make no promise of having sufficient stock after that date. **A DEPOSIT OF 25%** will hold order till shipping time.

GROW THE PRIZE WINNERS
